to be more accurate, scientific, transparent and objective while deriving grade of a particular film. Following the process, the marks are given by the Film Gradation Committee itself and the decision is taken collectively by all the five members of Committee.

(c) to (f) Prasar Bharati have informed that out of total 100 marks, 30 marks pertain to the market potentiality of the film. Hence, the same is assessed by the marketing division officials who market the films and Doordarshan gets revenue thereof. This exercise basically aims at optimizing the Government revenue. The rest 70 marks are in the domain of the outside experts and other in-house committee members.

Ban on surrogate advertising

1165. SHRI GIREESH KUMAR SANGHI:
DR. T. SUBBARAMI REDDY:

Will the PRIME MINISTER be pleased to state:

(a) whether the I and B Ministry and the Health Ministry had discussed the ban on surrogate advertising;

(b) if so, whether any legislation or any notification is being considered;

(c) if so, the outcome of the discussion held;

(d) whether any concrete steps in this regard has been worked out; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) The Ministry of Information and Broadcasting and Ministry of Health and Family Welfare have corresponded on the subject of banning surrogate advertising.

(b) to (e) A Notification No.G.S.R 104(E), dated 25.2.2008 has been issued amending Rule 7(2) (viii) (A) of the Cable Television Networks Rules 1994 prohibiting surrogate advertisements of any kind.

Retrieving of heritage films lost from archive

1166. SHRIMATI JAYA BACHCHAN: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that chunk of heritage films have been lost forever;

(b) whether it is also a fact that a majority of films that have vanished without a trace, dating back to 1930s and 1940s;

(c) the reasons for which the Film Board of India did not act in the matter;

(d) whether Government proposes to enlist public co-operation in retrieving prints of those films to the extent possible; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) and (b) No, Sir. Out of 5095 reels (607 films) on nitrate base lost in the fire accident on 08.01.2003 at Film and Television Institute of India (FTII), Pune, content of 544 reels was lost. The other reels has been copied on safety base and are stored at NFAI. The lost reels (544) consisted of incomplete films and/or single reels. The nitrate base has generally not been used by the industry after 1950s.

(c) The National Film Archive of India (NFAI), Pune was established in 1964. NFAI has acquired films depending on both the availability of films and the allocated funds. NFAI has a large collection of films from silent era to the recent ones including about 400 films (Indian and foreign) produced in the years until the 1940s.

(d) and (e) Since its inception, NFAI has enlisted public co-operation by appealing to the public and film industry for help in retrieving films.

Measures to protect journalists from becoming victims to professional hazards

1167. SHRI GIREESH KUMAR SANGHI:
SHRI VIJAY JAWAHARLAL DARDA:

Will the PRIME MINISTER be pleased to state:

(a) whether Government is aware that more than 100 journalists were killed in 2007 world-wide due to professional hazards especially while investigating crime and corruption cases as per the findings of the World Association of Newspapers; and

(b) if so, whether Government is adopting deterrent and effective measures, both preventive and after major injuries or deaths of journalists for speedy delivery of justice and adequate compensation for the lives lost by such professionally dedicated journalists? What is the status of foreign ownership in print media?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) Government is aware that journalists may get killed while on duty due to professional hazards.

(b) The Government of India has a Scheme "Journalists Welfare Fund", which provides for one time *Ex-gratia* relief of an amount of rupees one lakh to the victim of permanent disability or dependents of the journalists, accredited with the Press Information Bureau (PIB), who die while on duty.

Viewership of DD news channel

1168. SHRI RAMACHANDRA KHUNTIA: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that the majority television viewers prefer to watch other news channel, not Doordarshan; and

(b) if so, the reasons therefor and the strategy to improve Doordarshan Channel?